EMAIL DOS AND DON'TS

A JOURNEY THROUGH THE PITFALLS AND OPPORTUNITIES OF WRITING EMAILS TO COLLEAGUES AND CUSTOMERS

THERE WAS ONCE, A WORLD WITHOUT E-MAIL...



http://time.com/30406/time-life-building-60s-mad-men/

LET'S TRY TO THINK ABOUT THE DIFFERENCES

LETTERS

- It TAKES TIME TO WRITE THEM
- THEY HAD A TANGIBLE COST
- HAND WRITINGS
- ARRIVAL EXPERIENCED AS AN EVENT
- TIME GAP



E-MAIL

- THEY WRITE IN AN INSTANT
- ESSENTIALLY FREE
- ELECTRONIC SUPPORT
- ONE MOMENT AMONG MANY
- IN REAL TIME

Make sure the email is always the tool
Right?

"Anything you have to think twice about, anything you think might be sensitive, anything that you think requires your relationship skills, you need to call in your relationship, [and] absolutely you should pick up the phone."



Aaron Kwittken

WE PREFER

THE EMAIL WHEN

WE WANT

- INFORM MULTIPLE PEOPLE AT ONCE
- KEEP A WRITTEN TRACK OF YOUR ANSWER
- AVOID PRESSURE
- SEND DETAILED INSTRUCTIONS



WE PREFER

THE PHONE WHEN

WE WANT

- CONVEY EMOTIONS CLEARLY
- A FAST RESPONSE
- DEALING WITH A SENSITIVE ISSUE
- AVOID MISUNDERSTANDINGS



OR BOTH



+



LET'S ALWAYS ASK OURSELVES

WHAT OBJECTIVE DO WE HAVE?

WHO SHOULD WE TALK TO?

WHAT TYPE/RESPONSE FORMAT DO WE EXPECT?

Some of the best known #FAIL in the history of emails

UC SAN DIEGO

CHECK AGAIN, ALWAYS!

The University of California San Diego **mistakenly sent a “Congratulations on being admitted!” email. to 28,000 students who had been rejected.**

Admissions director Mae Brown told the Times that the initial message was an "administrative error," sent to the entire pool of 46,000 applicants rather than just the 18,000 who were admitted.





We're thrilled that you've been admitted to UC San Diego, and we're showcasing our beautiful campus on Admit Day.



REVENGE

PROTECT YOUR ACCESS



PR manager Paul Evans was having an extramarital affair which was discovered by his wife Tracey.

Tracey, gaining access to his account, sent a scathing email to 50 of his business contacts informing them that he was a "whiny, cheating, lying, arrogant little piece of $#@!.

Unfortunately, among Paul's contacts were his **bosses at Seat,** as well as those at **Volkswagen** , industry **top-nobs** , **rally drivers and, of course, contacts and friends** .

Paul's marriage ended, almost faster than his job.

→

"I, Paul Owen Evans, am a snivelling, cheating, lying, arrogant little piece of shit. No, that's not right - I'm worse than that: I'm a despicable, deceitful, dodgy, DICKHEAD who doesn't reserve this attitude just for his wife. Oh yes, one more thing - I've got an extremely small penis that couldn't excite a woman's nostril let alone anything else. Thus endeth my confession. Regards. Paul Evans."

PAY ATTENTION TO DATA LEAKS



In 2014, a Goldman Sachs Group Inc. contractor **accidentally sent highly confidential and sensitive information to an email address that ended in gmail.com instead of gs.com.**

The “gaffe” led the company to request **legal proceedings to convince Google to delete the email in question** .

Goldman says client data leaked, wants Google to delete email

Jonathan Stempel

3 MIN READ

NEW YORK (Reuters) - Goldman Sachs Group Inc said a contractor emailed confidential client data to a stranger’s Gmail account by mistake, and the bank has asked a U.S. judge to order Google Inc to delete the email to avert a “needless and massive” breach of privacy.



LET'S ANALYZE THE ELEMENTS OF AN EMAIL

[TIPS AND TRICKS]



TO:
ATTENTION TO THE AUTOMATIC FILLER

"Sally, my fiancé, had bought me a skimpy red Speedo bathing suit for my birthday. She didn't get a chance to see me in it, so I took a picture of myself wearing it in a joking muscle-man pose.

The subject line was ‘You want some of this?' Five minutes later I got a note from my boss, Salvatore, saying, ‘Not really. But thanks anyway.' I wanted to die."

– Joe, an accountant who asked that his last name not be used

TO:
CHECK AGAIN THE RECIPIENTS BEFORE SENDING

"A work fling and I had lots of fun until one day he accidentally sent ME an email that was intended for another girl he was also hooking up with. In the e-mail he went on and on about how terribly annoying and horrible I was. I was devastated."
– Sascha Rothchild, author, How to Get Divorced by 30: My Misguided Attempt at a Starter Marriage

TOO MANY RECIPIENTS

WHO DO WE ASK WHAT?

To: Joe, Rosa
Subject: The meeting
From: Andy

Can one of you remember to bring the pie chart to the Sara Lee meeting?

WHO WILL DO WHAT?!

OK! MUCH CLEARER!

To: Joe, Rosa
Subject: The meeting
From: Andy

Joe: Please bring the pie chart to the Sara Lee meeting.
Rosa: Can you please REMIND Joe to bring the pie chart to the meeting?

RECIPIENT ETIQUETTE

ALSO THE ORDER HAS ITS IMPORTANCE

IN CERTAIN CONTEXTS

TO: COMMANDER IN CHIEF, GENERAL, COLONEL, CAPTAIN, LIEUTENANT, SERGEANT, CORPORAL, PRIVATE

TO: and CC:
THEY ARE NOT INTERCHANGEABLE

To: Benjamin Franklin, John Adams, Roger Sherman, Robert Livingston, Thomas Jefferson
From: Second Continental Congress

Thank you for staying so late to finish the Declaration.

WHO ARE WE THANKING?!

To: Thomas Jefferson
Cc: Benjamin Franklin, John Adams, Roger Sherman, Robert Livingston
From: Second Continental Congress

Thank you for staying so late to finish the Declaration.

WELL DONE TOM!!!

BCC:
A TOOL TO USE WITH CAUTION

CC:	I WANT YOU AND OTHERS TO KNOW KNOW WHAT I WANT YOU TO KNOW
BCC:	I WANT YOU TO KNOW **AND I DON'T WANT THAT OTHERS KNOW** WHAT I WANT THAT YOU KNOW
FORWARD:	I WANT YOU TO KNOW **AND I MIGHT WANT TO OR NOT THAT OTHERS KNOW**

THE FORWARD
AND PARALLEL THREADS

"Years ago, I drafted an e-mail with an account update for my boss…In the subject line, for fun, I wrote ‘email for the Doberman,' because the client's last name was Troberman and he had a fairly aggressive "bark." My boss re-wrote the email to be his, but didn't change the subject…My boss was NOT happy with me!"

– Laura Beck,public relations account executive

THE ITEM
USELESS



THE ENTIRE TEXT OF THE MESSAGE IN THE SUBJECT LINE

REF: RE: REF: RE: REF: RE: REF: RE: REF: RE: REF: RE: REF: RE: REF: RE: REF: RE: R

THE MESSAGE

[TIPS AND TRICKS]

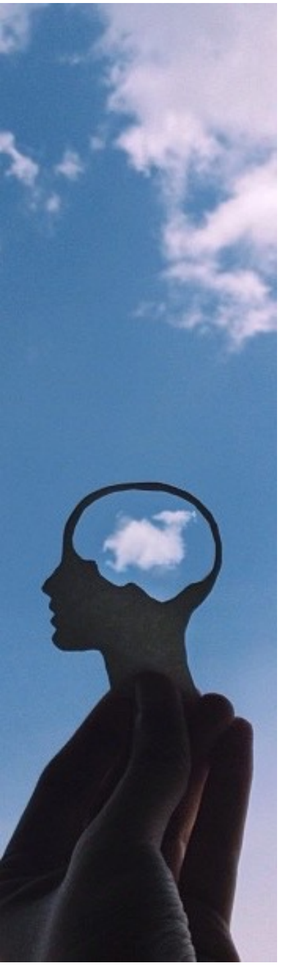


UNDERSTANDING A MESSAGE IS COMPLICATED

MISUNDERSTANDING A MESSAGE IS A QUESTION OF A MOMENT

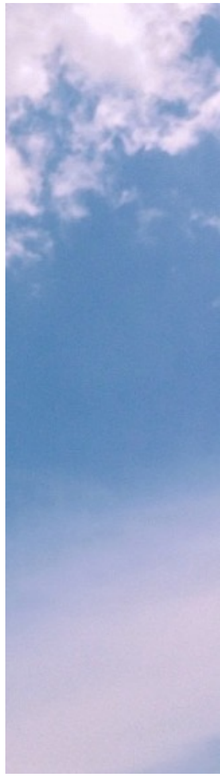
"Forget about it"





If an email's content is neutral, we assume the tone is negative

Daniel Goleman

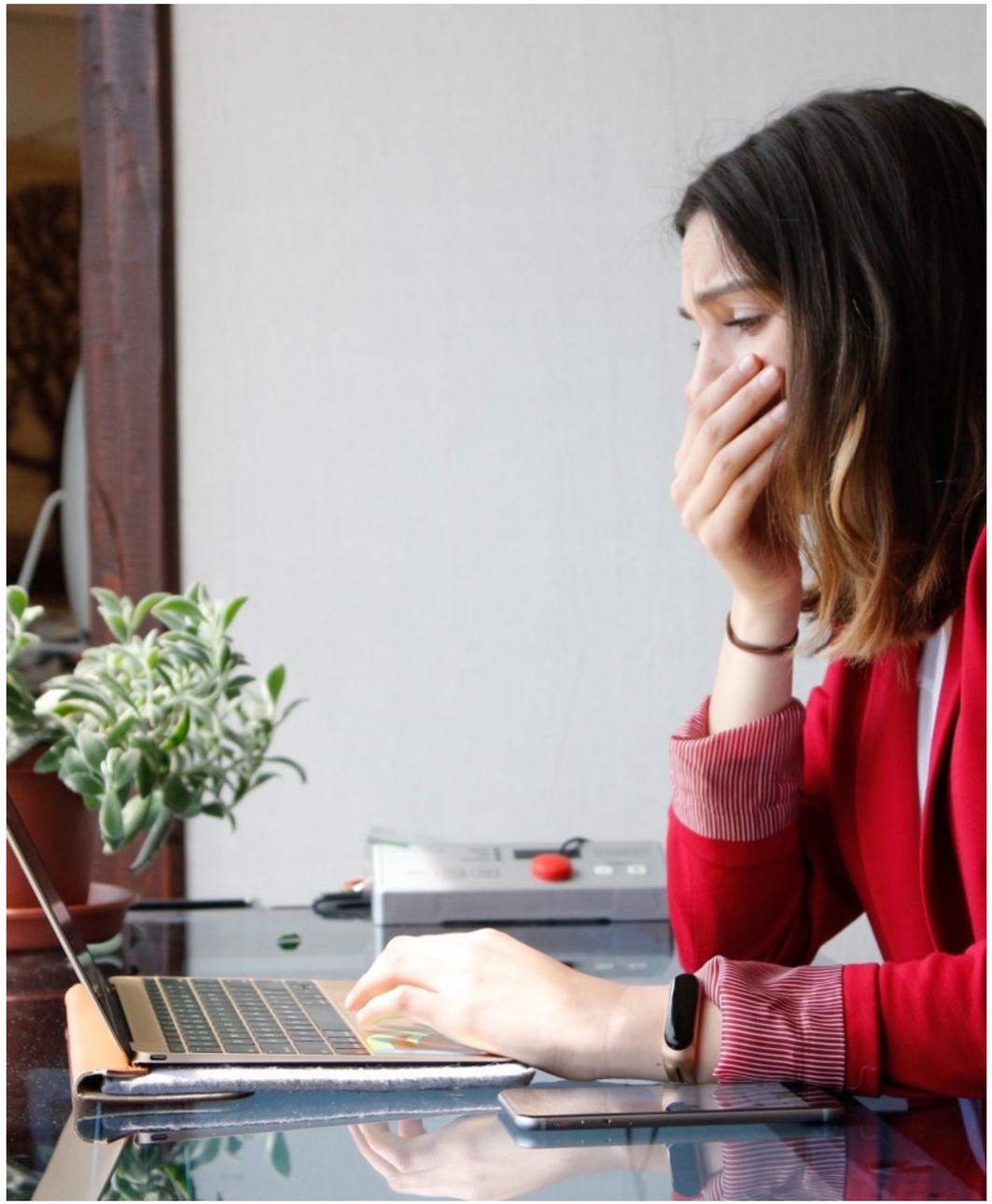


LET US ALWAYS REMEMBER THAT

WHAT WE WRITE

WILL BE READ

- WITHOUT BEING ABLE TO CONVEY EMOTIONS
- ASYNCHRONOUSLY
- WITHOUT BEING ABLE TO IMMEDIATELY CLARIFY MISUNDERSTANDINGS
- WITH A MESSAGE THAT WILL LAST FOREVER



SHAPE COUNT

DIFFERENT FONTS: NEVER

COLORS: if they help reading

ITALIC: yes to highlight

BOLD: yes to highlight, but with caution

- in allegato come si vedono i campi della form (accade anche da tablet)
Stiamo verificando

- le mine dei rossetti sono quasi invisibili, soprattutto sull'ultimo sistema operativo in cui restano fuori le barre
Vediamo se possiamo rimpicciolirle

- ok per stop motion con più immagini (no video) invece di una sola
Ok. Stiamo man mano pubblicando anche gli altri video. Al momento stiamo lavorando agli ultimi due: galleria d'arte e discoteca.

Materiali necessari:

- contenuti disponibili. Tutto quello che c'è, in qualsiasi forma :) Ci servono
- mappa delle serre. Questo ci è utile sia per preparare il sopralluogo, sia p
- lista di contenuti accessori che pensate possano esser utili (orari di aperti

Deadline: 4 aprile

THIS MAY NOT BE POLITE

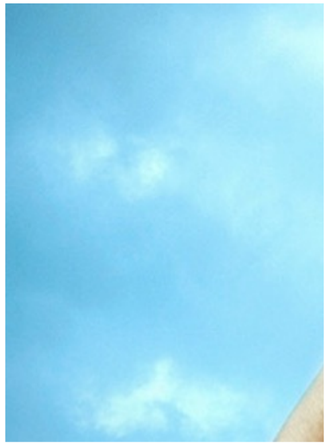


CAPS LOCK

Not necessary all the time

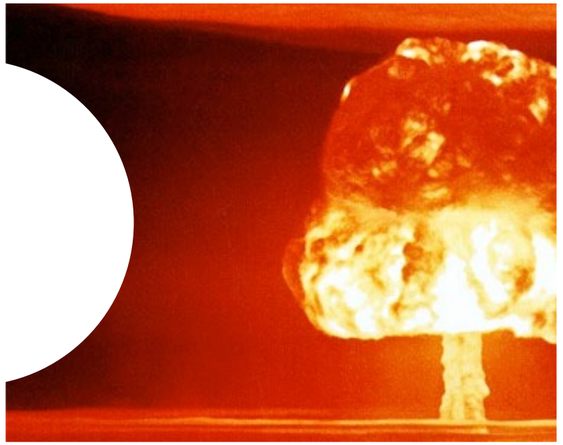
SAVE YOURSELF FROM PUNCTUATION

"PEACE, IMPOSSIBLE TO LAUNCH MISSILES"





"PEACE IMPOSSIBLE, LAUNCH MISSILES"





!

THE POINT
EXCLAMATIVE

AND THE GENERATIONAL GAP



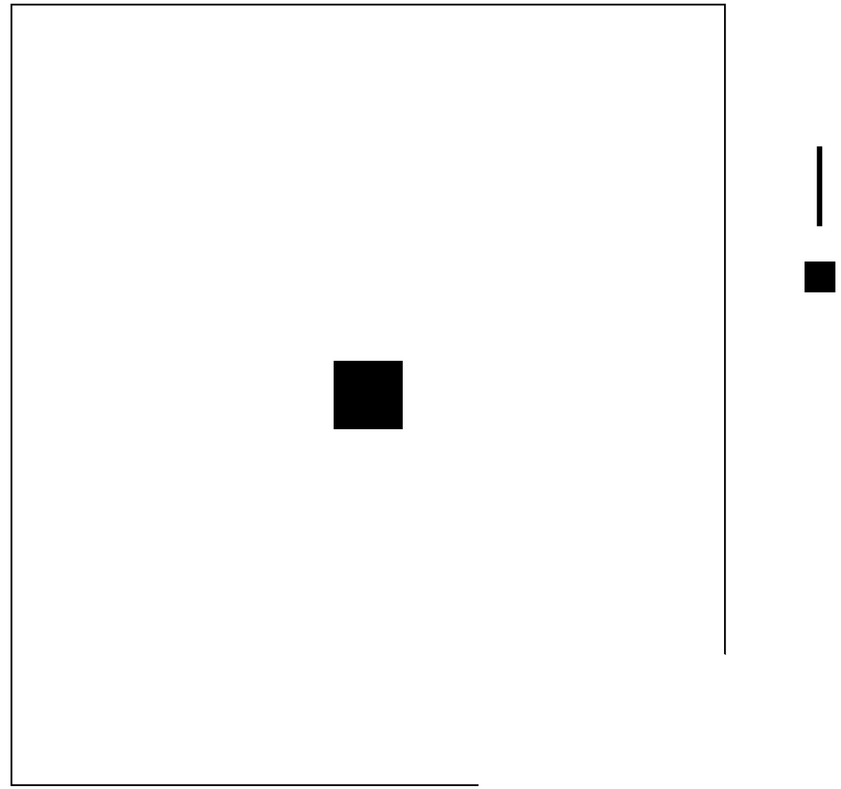
Ok, now I'll give it a try

Ok, now I'll give it a try!

THE NEW MEANING

ON THE POINT

CRAIR'S THESIS



C

It can be done

It can be done.

GREETINGS

AWARE

Hello Anna,

Anna,

Anna!



TIMES OF ANSWER

[TIPS AND TRICKS]

LET US REMEMBER THAT

THE WEATHER
IT'S A MESSAGE

AND ABOVE ALL THAT...

- PERCEPTION IS NOT UNIVOCAL
- WAITING GENERATES UNCERTAINTY
- :VER DECIDES THE TIMES GOVERNS THE OUT



AND FINALLY
THE GOLDEN RULE

IF YOU HAVE A DOUBT , WRITE AND REREAD IN TWO IT'S ALWAYS A GREAT HELP

